

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Canceled)
2. (Canceled)
3. (Currently amended) A method of claim 1 23, wherein said method comprises taking a polarized photograph.
4. (Currently amended) A method of claim 2 23, wherein said method comprises taking a polarized photograph.
5. (Currently amended) A method of claim 1 23, wherein said method comprises taking an ultraviolet photograph.
6. (Currently amended) A method of claim 2 23, wherein said method comprises taking an ultraviolet photograph.
7. (Original) A method of claim 3, wherein said method further comprises taking an ultraviolet photograph.
8. (Original) A method of claim 4, wherein said method further comprises taking an ultraviolet photograph.
9. (Previously presented) A method of claim 3, wherein said polarized photograph is taken with a camera by (i) filtering light emitted from a light source with a polarizing filter and (ii) not filtering the light entering said camera with another polarizing filter prior to such light entering said camera.
10. (Previously presented) A method of claim 4, wherein said polarized photograph is taken with a camera by (i) filtering light emitted from a light source with a polarizing filter and (ii) not further filtering the light entering said camera with another polarizing filter prior to such light entering said camera.

11. (Original) A method of claim 5, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

12. (Original) A method of claim 6, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

13. (Original) A method of claim 7, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

14. (Original) A method of claim 8, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

15. (Currently amended) A method of claim ~~1~~ 23, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

16. (Currently amended) A method of claim ~~2~~ 23, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

17. (Original) A method of claim 10, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

18. (Original) A method of claim 14, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

19. (Original) A method of claim 15, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

20. (Original) A method of claim 16, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

21. (Original) A method of claim 17, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

22. (Original) A method of claim 18, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

23. (New) A method of promoting a skin care product, said method comprising

- (i) taking a standard photograph of the skin of a person;
- (ii) taking at least one additional photograph of the skin of said person, said additional photograph selected from the group consisting of an ultraviolet photograph, a blue fluorescence photograph, and a polarized photograph;
- (iii) transferring the photographs to a computer having a monitor;
- (iv) presenting said standard photograph and said at least one additional photograph to said person on said monitor;
- (v) through the computer, presenting said person with one or more questions relating to said presented photographs;
- (vi) analyzing said person's answers through the computer; and
- (vii) suggesting skin care products based upon said analysis.